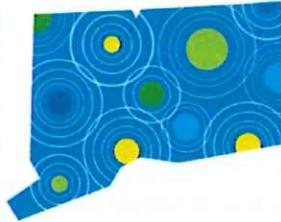


# Sustainable CT

Local Actions. Statewide Impact.®



Name of Municipality: Essex

Certification Level: Bronze

Period of Use: November 1, 2021 to December 31, 2024

Thank you for participating in Sustainable CT (the "Program"), and congratulations on being granted certification as set forth above. Certification allows You to use certain trademarks in connection with the Program, as described further below.

You may use the Sustainable Certified CT Mark associated with Your level of certification, and any general Sustainable CT Marks to which you are provided access (collectively, the "Marks"), solely for the purposes contemplated by the Program, including to communicate and promote Your participation and certification in the Program. You may use the Sustainable CT Certified Mark only for the period in which Your certification under the Program is effective. You may not use the Marks for any purposes unrelated to the Program.

Municipality acknowledges that the marks are owned by Eastern Connecticut State University ("ECSU"), which manages the Program through its Institute for Sustainable Energy with cooperation from Sustainable CT, Inc. You are granted a limited, non-exclusive, royalty-free, revocable license to use the Marks on the terms set forth herein, and ownership of the Marks and all goodwill associated with their use shall remain in and inure to the benefit of ECSU.

Municipality agrees that it will use the Marks in compliance with the Sustainable CT Trademark Use Guidelines ("Trademark Use Guidelines"), as they may be amended or updated from time to time. The current version of the Trademark Use Guidelines is attached hereto, and You will be notified of amended or updated versions if and when implemented.

Please sign and return this document to acknowledge Municipality's agreement with these terms. Thank you.

Signature: \_\_\_\_\_

Printed Name: Norman M. Needleman

Title: First Selectman

Date: November 3, 2021

# **SUSTAINABLE CT TRADEMARK USE GUIDELINES**

(Updated June 2020)

## **I. Introduction**

Sustainable CT, Inc. is a voluntary certification program, which is managed through the Institute for Sustainable Energy at the Eastern Connecticut State University ("ECSU"). The "Sustainable CT" and "Sustainable CT Certified" word marks and logos (collectively the "Marks") are a very valuable asset to Eastern Connecticut State University ("ECSU"). If the Marks are not used properly or if misuse is not corrected or stopped, then a loss of rights to the Marks may result.

The following guidelines are designed to ensure that the Marks are used properly and consistently so that their value will continue to be protected and further enhanced. These guidelines are the official standard for ECSU and the Sustainable CT certification program implemented by Sustainable CT, Inc. with respect to the usage of the Marks.

## **II. Graphic Standards**

The consistent and correct use of the Marks help create a unified visual identity for ECSU and the Sustainable CT certification program. The following graphic standards must be followed when using the Marks.

- 1) Acceptable presentation of the Marks is attached hereto as Exhibit A. Please note that the proper display of the Marks is subject to the additional guidelines discussed below.
- 2) Do only use artwork files provided by ECSU or Sustainable CT, Inc.
- 3) Do always maintain original proportions.
- 4) Do not distort the Marks in any way. The height and width of the Marks must be constrained to its original proportions.
- 5) Do not alter the Marks in any way.
- 6) Do not animate, color, rotate, skew, or apply any effects to the Marks.
- 7) Do not wrap additional text around the Marks.
- 8) Do not integrate the Marks into other logos. The Marks are intended to stand alone.
- 9) Do not, when designing for print, reduce the Marks to more than 20% or enlarge any Mark to more than 380% of its original print size.
- 10) Do not, when designing online, reduce a Mark to less than a 50-pixel height and do not enlarge it to more than a 200-pixel height.

## **III. Rules for Proper Usage Of The Marks**

### *In General*

- 1) Do use the Marks when referring to Sustainable CT, Inc., the Sustainable CT certification program and related services, or a municipality / entity's certification status.